



Evaluation Checklist for Prospective Brokers

Dear Applicant: We want you to compare our offices with any others you may visit. Please use this handy form and compare our advantages.

TRAINING AND EDUCATION:	Our Offices	Yes	No
Does the Broker have an "in company" FREE training program?	YES		
Does the Broker have a optional Mentoring Program ?	YES		
Does the Broker have a Training Director?	YES		
Does the Broker offer FREE training classes in the evening for agents in transition into a real estate career?	YES		
Does the Broker have Advanced Training in each office?	YES		
Does the Broker have a \$1500.00 Tuition Reimbursement Program ?	YES		
Does the Broker believe in offering ongoing education?	YES		
Does the Broker have in company continuing education ?	YES		
Are sales associates trained in financing options?	YES		
MARKETING AND ADVERTISING:	Our Offices	Yes	No
Is the Broker's advertising strategy effective?	YES		
Is the Broker's advertising FREE to you?	YES		
Can sales agents personally advertise at the Brokers lower ad rate?	YES		
Does the Broker/Company provide FREE Business Cards?	YES		
Does the Broker have an interactive company website ?	YES		
Does the Broker have an effective Internet Marketing Strategy?	YES		
Does the Broker have a Internet Department that can refer you sales leads?	YES		
TECHNOLOGY AND SYSTEMS TO HELP AGENTS SUCCEED:	Our Offices	Yes	No
Is the Broker/Company up-to-date on technology and office equipment?	YES		
Does the Broker have more than four computers available for agent use?	YES		
Does the Broker have wireless connectivity available for sales agents to access the internet with personal computers?	YES		
Does the Broker provide a FREE Personal IDX Agent Website ?	YES		
Do sales agents get Opportunity time/Floor time & the leads generated?	YES		
Is the Broker a member of a Relocation Organization for inbound and outbound referrals of Buyers and Sellers?	YES		
Does the Broker have real estate specific computer programs to help you do research and make custom brochures, flyers & presentations?	YES		
SIGNAGE: (yard-signs, open arrows and home for sale arrows)	Our Offices	Yes	No
Does the Broker provide FREE residential signage?	YES		
PHILANTHROPY:	Our Offices	Yes	No
Does the Broker raise funds and give to local charities?	YES		
Can I make more money with Russell Real Estate Services?	YES		



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PERSONAL AND COMPANY GROWTH:	Our Offices	Yes	No
Is the Company independent contractor oriented allowing me the freedom to work and grow as an independent contractor? (not employee oriented)	YES		
Has the company been growing in size over the last five years?	YES		
Does the Broker have new agents in line wanting to join the company?	YES		
Does the Broker award sales associates for personal accomplishments?	YES		
Are the sales associates permitted & encouraged to invest in real estate?	YES		
Does the Broker reward sales associates for reaching office goals?	YES		
Does the Broker have short and long range goals with plans for future growth?	YES		
EXPERIENCE:	Our Offices	Yes	No
Is the Management Team active and experienced in real estate	YES		
Is the Management Team readily available to sales agents?	YES		
Is the Broker/ Owner active and available to sales agents?	YES		
COMPANY OPERATIONS AND PROCEDURES	Our Offices	Yes	No
Disclosed Dual Agency: Can sales agents represent buyer and seller clients?	YES		
Can sales agents earn as much as 85% of the commission?	YES		
Legal Assistance: Does the Broker have a company attorney for legal situations?	YES		
Is the Broker free of any franchise fees paid by the sales agents?	YES		
Is there office staff available to help sales agents?	YES		
Does the Broker offer a multi-office company?	YES		
Does the Broker carry an average inventory of over 200 listings per office?	YES		
Does The Broker/Company hire full-time & part-time sales agents?	YES		
Does the Broker have a Commercial Real Estate Department?	YES		
STABILITY	Our Offices	Yes	No
Is the Broker and Real Estate Firm financially stable?	YES		
COMMUNITY IMAGE:	Our Offices	Yes	No
Does the Broker have a good reputation locally and nationally?	YES		
COMPANY AFFILIATIONS: (One Stop Shopping)	Our Offices	Yes	No
Can sales agents earn money for completing & processing title orders?	YES		
Can sales agents invest and earn shareholder earnings in a title company?	YES		
Does the Broker have a “One-Stop-Shop” Title, Escrow, Mortgage & Insurance	YES		
Does the Broker have a preferred lender available within the company to help buyers and sellers with financing?	YES		
Can I make more money and grow with Russell Real Estate Services?	YES		